**Business Plan**

Our app is designed to help solve the problem of creative block, which can hold people back, causing them to sit in front of a piece of paper or a screen for sometimes hours thinking of what to do. Creative block has no "set" solution and is different for everyone but this app aims to get the creativity flowing and help users get started.

There are 4 main sections to this app: writing, art, app design and warm-ups. Each section has varied aspects to ensure maximum creativity boost. The writing section includes prompts and challenges, little ideas that can be used to start a piece of writing. The art section is similar, but with more art oriented prompts. The app design section is quite different and includes website design tips, a colour wheel, useful links and a short list of different coding options. The warm-ups section is similar to both the writing and art sections as it includes warm-ups for both sections, mostly just short challenges and prompts to get the user started on their creative voyage.

Our app's value lies in its huge market potential. As our app is aimed at anyone who gets creative block, increasing the market potential exponentially. We are trying to sell our app to the creative community, especially people who are constantly using their creativity, as it can become difficult to generate ideas. We created a survey and sent it out to our school and got some stats from this, telling us that many people suffer from creative block frequently. Our stats showed us that 83.5% of the people who did the survey got creative block and 33.1% of them get it regularly. These stats tell us that many people would benefit from our app. If we can apply this to our marketing, it will help increase the market size and therefore increasing the value.

There are no other apps on the app store that directly deal with creative block in so many different forms, making it the first of its kind. It will be a free app, available from the app store. That will be our main distribution channel, however there will be an option for users to share their work to social media. Following on from that, our main distribution channel will be good feedback from our users. Our team does not plan to generate any income from this app, although there are many ways in which we could go about it. Such as in-app purchases or advertisements. Additionally, the app costs nothing for us to create.